

Results!

EGRAM

Yours truly,

-how a single Color Page in the American Weekly is swamping a manufacturer with orders—

THE response to the first advertisement that ever appeared in any publication for this Concern-representative of the large and quick results possible from the full color pages of The American Weekly. Full size newspaper pages, printed with smashing color effects, insure 100% reader attention. 100% reader attention in more than 3,500,000 homes, means REAL purchasing power.

Mr. A. J. Donohue, President of the Hayes-Meserole Manufacturing Company, Millford, Conn., writes The American Weekly as follows:

Co I thought you would like to see some evidence of the tremendous response to our full page advertisement in the American Weekly, on 'Nell Brinkley' Hair Wavers.

"I am enclosing for you a handful of telegrams and letters that have been received since the publication of the advertisement.

"We have instructed our advertising agents to place a substantial color contract with you for 1923.

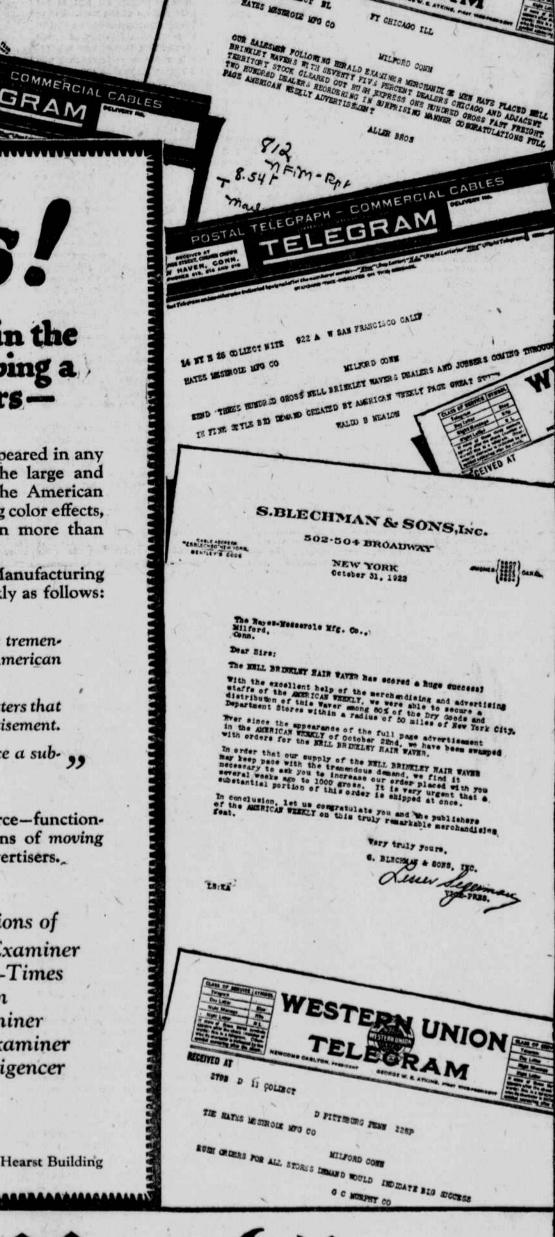
The American Weekly delivers a tremendous selling force-functioning the next day in sales. It is the most powerful means of moving merchandise ever placed at the disposal of National Advertisers.

A Magazine issued with the Sunday editions of NEW YORK-American SYRACUSE—American ROCHESTER-American ATLANTA-American **BOSTON**—Advertiser DETROIT-Times

CHICAGO—Herald-Examiner WASHINGTON, D. C.—Times LOS ANGELES-Examiner MILWAUKEE-Telegram SAN FRANCISCO-Examiner SEATTLE—Post-Intelligencer

THE AMERICAN WEEKLY

NEW YORK, 1834 Broadway A. J. KOBLER, Manager CHICAGO, Hearst Building



16 COLLEGE (DELAY IN TO ERROR IN ADS) .

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WESTERN UNION

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Che American Weekly

Read by over 3,500,000 families—"If you want to see the color of their money—use 'color'." A.J.K.